

# Coursera

**Coursera Inc.** (/kərˈsɛrə/) is an American massive open online course provider founded in 2012 by Stanford University computer science professors Andrew Ng and Daphne Koller. Coursera works with universities and other organizations to offer online courses, certifications, and degrees in a variety of subjects. According to CNBC "more than 150 universities offered upwards of 4,000 courses through Coursera, which features over two dozen degree programs at prices that are lower than many in-person school offerings."<sup>[6]</sup>

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## Background

### History

Coursera was founded in 2012<sup>[7]</sup> by Stanford University computer science professors Andrew Ng<sup>[8]</sup> and Daphne Koller.<sup>[9]</sup> Ng and Koller started offering their Stanford courses online in fall 2011,<sup>[10]</sup> and soon after left Stanford to launch Coursera. Princeton, Stanford, the University of Michigan and the University of Pennsylvania were the first universities to offer content on the platform.<sup>[11]</sup> Offerings have since expanded to include Specializations – collections of courses that build

### Coursera Inc.



### Screenshot



Coursera's homepage in March 2020

<b>Type of business</b>	<u>Public</u>
<b>Type of site</b>	<u>Online education</u>
<b>Available in</b>	<u>Multilingual</u> (40)
<b>Traded as</b>	<u>NYSE: COUR</u> ( <span>https://www.nyse.com/quote/XNYS:COUR</span> )
<b>Headquarters</b>	<u>Mountain View, California, U.S.</u>
<b>Area served</b>	<u>Worldwide</u>
<b>Founder(s)</b>	<u>Andrew Ng</u> <u>Daphne Koller</u>
<b>Key people</b>	<u>Jeff Maggioncalda</u> <sup>[1][2][3]</sup> (CEO)
<b>Industry</b>	<u>E-learning</u>
<b>Revenue</b>	<span>▲</span> <span>\$293.5 Million</span> (2020) <sup>[4]</sup>
<b>Employees</b>	1,792 (June 2020)
<b>URL</b>	<u>www.coursera.org</u> ( <span>https://www.coursera.org</span> ) <span><span></span></span>

skills in a specific subject – as well as degrees and a workforce development product for businesses and government organizations.

<b>Commercial</b>	Yes
<b>Registration</b>	Required
<b>Users</b>	77 million <sup>[5]</sup>
<b>Launched</b>	April 2012
<b>Current status</b>	Active

## Finances

Coursera's revenues rose from \$184 million in 2019 to \$294 million in 2020. To date, Coursera has not made a profit. The company lost \$66 million in 2020 as they ramped up marketing and advertising.<sup>[12]</sup>

For the first quarter in 2021, Coursera reported revenue of \$88.4 million, up 64% from a year earlier, with a net loss of \$18.7 million, or \$13.4 million on a non-GAAP basis. <sup>[13]</sup> Coursera said consumer revenue was \$51.9 million, up 61%, while enterprise revenue was \$24.5 million, up 63%, and degree programs had revenue of \$12 million, up 81%. <sup>[13]</sup>

## Funding

The startup raised an initial \$16 million funding round backed by Kleiner Perkins Caufield & Byers and New Enterprise Associates. In 2013, GSV led the Series B investment, which totaled \$63 million. In 2015, NEA led the Series C round of venture funding, which totaled more than \$60 million. In 2017, the company raised \$64 million from its existing investors in Series D round of funding.<sup>[14]</sup> In 2019, the company raised \$103 million in Series E round of funding from the SEEK Group, Future Fund and NEA.<sup>[15]</sup> The company reached valuation of \$1 billion+ in 2019. In July 2020, the company announced it had raised \$130 million in Series F funding and updating its valuation to \$2.5 billion.<sup>[16]</sup>

## Strategic partners

As of December 2019, the total number of partners is more than 200 across 29 countries. Coursera mainly works with universities and colleges, but also with corporations<sup>[17]</sup>) and governments. University partners include University of São Paulo in Brazil,<sup>[18]</sup> University of London<sup>[19]</sup> in the UK, Indian School of Business of India,<sup>[20]</sup> Yonsei University in Korea,<sup>[21]</sup> and institutions like Yale,<sup>[22]</sup> University of Illinois and University of Pennsylvania.<sup>[23]</sup>

## Marketing spend

Coursera spent \$107 million on marketing in 2020.<sup>[24]</sup>

## Product and services

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### Courses

Coursera courses last approximately four to twelve weeks, with one to two hours of video lectures a week. These courses provide quizzes, weekly exercises, peer-graded and reviewed assignments, an optional Honors assignment and sometimes a final project or exam to complete the course.<sup>[25]</sup> Courses are also provided on-demand, in which case users can take their time in completing the course with all of the material available at once. As of May 2015, Coursera offered 104 on-demand courses it also provides guided projects which are short 2-3 hour projects that can be done. And it can be done at home.

As of 2017, Coursera offers full master's degrees. They first started with Master's in Innovation and Entrepreneurship (OMIE) from HEC Paris and Master's of Accounting (iMSA) from the University of Illinois, but have moved on to offer Master of Computer Science in Data Science and Master of Business Administration (iMBA), both from University of Illinois.<sup>[26]</sup> Also as part of MBA; there are some courses are offered separately and will be included in the curriculum of MBA when being enrolled in like digital marketing courses.

In 2020, in response to the COVID-19 pandemic, Coursera launched a course by the Jameel Institute at Imperial College London.<sup>[27]</sup> Called "Science Matters: Let's Talk About COVID-19", the course was the most popular launched on Coursera in 2020, with over 130,000 enrolled learners that year.<sup>[28]</sup> The course was presented by Jameel Institute research lead Professor Helen Ward and deputy director Dr Katharina Hauck, with specific modules in collaboration with other researchers from across Imperial.<sup>[29]</sup>

According to 'Coursera Impact Report 2020', the top five most popular courses that people learn from Coursera were contact tracing, digital marketing, project management, Python programming, and social psychology.<sup>[30]</sup>

## Business model

In September 2013, it announced it had earned \$1 million in revenue through the sale of verified certificates that authenticate successful course completion.<sup>[31]</sup> Coursera first rolled out a series of fee-based course options, which included verified credentials for completion, in 2013.<sup>[32]</sup> As of October 2015, the company had raised a total of \$146.1 million in venture capital.<sup>[33]</sup>

In January 2016, Coursera rolled out fees to earn grades and assessment for "the vast majority of courses that are part of Specializations."<sup>[34]</sup> The company offers Financial Aid to people who demonstrate a need.<sup>[35]</sup> In July 2016, the company launched an enterprise product called Coursera for Business. TechCrunch notes that the company, "opened itself to additional revenues from the lucrative corporate e-learning market, which some reports suggest was worth \$12 billion in the US alone."<sup>[36]</sup> Coursera for Business customers include L'Oréal, Boston Consulting Group, and Axis Bank. In October 2016, Coursera launched a monthly subscription model for Specializations along with a 1-week free trial. The company has said subscription costs will vary, "depending on the topic area."<sup>[37]</sup>

In January 2017, the company launched Coursera for Governments & Nonprofits. Coursera has announced partnerships with the Institute for Veterans & Military Families (IVMF) in the United States and entities in Egypt, Mongolia, Singapore, Malaysia, Pakistan, and Kazakhstan.<sup>[38]</sup> In June 2017, Jeff Maggioncalda became the CEO of Coursera.<sup>[39][40][41]</sup>

In March 2018, Coursera launched six fully online degree courses including the bachelor's and master's qualifications in various domains.<sup>[42]</sup>

In March 2021, Coursera filed for an IPO.<sup>[43]</sup> The nine-year-old company brought in roughly \$293 million in revenue for the fiscal year ended December 31 — a 59% growth rate from 2019, according to the filing. Net losses widened by roughly \$20 million year over year, reaching \$66.8 million in 2020.<sup>[44]</sup>

## Competitors

The online learning market continues to grow and various companies have entered the market. edX, FutureLearn, iversity, MirÅadaX, Udemy, Udacity, XuetangX are the competitors.<sup>[45]</sup>

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## External links

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- Official website (<https://www.coursera.org>) 
  - Business data for Coursera Inc.: [Yahoo! Finance](https://finance.yahoo.com/q?s=COUR) (<https://finance.yahoo.com/q?s=COUR>) • [Bloomberg](https://www.bloomberg.com/quote/COUR:US) (<https://www.bloomberg.com/quote/COUR:US>) • [Reuters](https://www.reuters.com/finance/stocks/overview?symbol=COUR.N) (<https://www.reuters.com/finance/stocks/overview?symbol=COUR.N>) • [SEC filings](https://www.sec.gov/cgi-bin/browse-edgar?action=getcompany&CIK=COUR) (<https://www.sec.gov/cgi-bin/browse-edgar?action=getcompany&CIK=COUR>)
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